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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/900,487	07/06/2001	Jeffrey P. Bezos	AMAZON.070A	4183

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EXAMINER

THEIN, MARIA TERESA T

ART UNIT	PAPER NUMBER
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3625

DATE MAILED: 03/12/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/900,487

Applicant(s)

BEZOS ET AL.

Examiner

Marissa Thein

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 20 December 2002.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-44 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☐ Claim(s) 1-44 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other:

DETAILED ACTION

Response to Amendment

Applicant's "Response to Office Action" received on December 20, 2002 has been considered with the following effect.

Applicant's response by virtue of amendment to the Specification has overcome the Examiner's objection to the Specification.

Applicant's response pertaining to Claims 4, 5 and 8 has overcome the Examiner's rejection under 35 USC 112, second paragraph.

Applicant has amended Claims 1, 3, and 13 and has added new Claims 38-44. Claims 1-44 are pending and action on the merits of these claims follows.

Response to Arguments

Applicant's arguments with respect to claims 1-44 have been considered but are not persuasive.

Applicant remarks that Burton does not disclose, "identifying a related order previously placed by the customer, said related order being related to the subset of products".

Examiner notes that "identifying a related order previously placed by the customer, said related order being related to the subset of product" does not commensurate in scope of the recitation of claims 1 and 13. Nonetheless, Burton discloses database server which may store orders, order-related information, and catalog information (paragraph 113). The order-related information may be keyed to cuisine, location, business promotion or any other theme or interest. Burton discloses

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the system generates reports based on any set or subset of any of the order information elements. For example, a report may show only those orders place with a particular restaurant, at a particular time of day, or having a particular total. (Paragraph 255) Burton further discloses order sites which have order engines that may present catalog information, and order-related content to users and receive user selections regarding the presented information (paragraph 134). Such order-related information and generated reports are considered identifying a related order, and the related order being related to the subset of products. Applicant's recitations in claims 1 and 13 fully "read on" this disclosure.

Applicant remarks that Burton does not disclose "supplementing the portion of the electronic catalog with information about the related order" and "supplementing the product detail page with at least an indication that the user previously ordered the first product" and "responding to the request by sending to the online customer information from the electronic catalog associated with the subset of products together with information about the related order" and "responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information about a related order placed by the customer, whereby the customers are presented with context-dependent information about related orders during browsing electronic catalog"

Examiner notes that Burton discloses a system and method which provides to consumers or other types of user web pages, electronic catalogs that may receive user selections for purchasing goods and services (paragraph 15). The system and method provides users with information which may include catalog information, ordering

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information, or any other type of information. Processing functions may include functions for locally searching sorting, grouping, and browsing. (See paragraph 17) Burton discloses content area 2310 which displays information about user orders. These orders may be current, future, or past orders. Order information may include any information needed and/or relevant for order fulfillment. (See paragraph 389) Furthermore, Burton discloses in a display area 2410 in Figure 39 any set or subset of data relevant to user account, purchases orders, and/or any other user activity. The data may be displayed using any suitable display mechanism, including but not limited to tables, lists, and graphical displays. (See paragraph 391) In Figure 39, an illustrative display shows user information about past orders, favorite orders and receives user indications. Where as part of the display, the system provides a list of location to be chosen by the user; the user chooses a location titled "Acme. As the user's chooses the location, an order history appears pertaining to the chosen location "Acme". Within the order history display, a more detailed area is shown pertaining to the history and accounting details for that order. Moreover, Burton discloses viewing of favorite past or present orders. Such displaying of orders and response to a request is considered supplemental portion and supplemental product detail about the related order. Applicant recitation of claims 1, 13, 27, and 32 "read on" this disclosure.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in-

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(1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effect under this subsection of a national application published under section 122(b) only if the international application designating the United States was published under Article 21(2)(a) of such treaty in the English language; or
(2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that a patent shall not be deemed filed in the United States for the purposes of this subsection based on the filing of an international application filed under the treaty defined in section 351(a).

Claims 1-19, 22-30, and 32-44 are rejected under 35 U.S.C. 102(e) as being anticipated by US PG-PUB 2002/0007321 to Burton.

Regarding to claims 1-12, Burton discloses a method of customizing an electronic catalog comprising: providing online access to an electronic catalog of products; receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog; identifying a related order previously placed by the customer; supplementing the portion of the electronic with information about the related order; and returning the portion, as supplemented with the information about the related order, for presentation to the customer, whereby information about previous orders is presented to the customer contextually during browsing of the electronic catalog. Furthermore, Burton discloses wherein supplementing the portion of the electronic catalog comprises supplementing the portion with information about a current status of the related order; wherein the portion is a product detail portion for a first product; wherein the related order is an order previously placed by the customer for the first product; wherein the related order is a previous order placed by the customer for a second product that is related to the first product; an indication that a product represented therein is incompatible with a related product previously purchased by the customer; wherein the

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portion corresponds to a category of products; wherein identifying a related order comprises identifying an order for a product that falls within the category; wherein the portion provides an option to initiate placement of an order for a product; wherein the portion is a web page; wherein the portion is a voiceXML page that is adapted for audible output to the customer; further comprising supplementing the portion with information about at least one additional order that is related to the subset of products. (See at least abstract; summary; Fig. 39; Figs. 62-65; page 6, paragraph 110 - page 7, paragraph 114; page 8, paragraph 131 – page 9, paragraph 136; pages 29, paragraph 386- pages 30, paragraph 392)

Regarding to claims 13-26, Burton discloses a computer-implemented method of providing information about prior orders to customers of an online store, comprising: providing online access to an electronic catalog of products that are available; receiving a request from an online customer for information from the electronic catalog associated with a subset of the products; identifying a related order previously placed by the customer said related order being related to the subset of products; and responding to the request by sending the online customer information from the electronic catalog, whereby customers are presented with context-sensitive information about their previous orders. Furthermore, Burton discloses wherein the information about the related order comprises information about a current status of the related order, wherein the related order is a previous order for the first product, and responding to the request comprises returning a product detail page for the first product supplemented with the information about he related order; wherein the related order is a previous order for the

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first product; wherein the related order is a previous order for a second product that is related to the first product; wherein the request comprises a search query submitted by the online user; wherein the request is for a page that corresponds to a category products; wherein the request is for a page that corresponds to a category of products, and wherein responding to the request comprises supplementing the page with information about the related order; a notification that an incompatibility exists between a displayed product and a related product; wherein the request is independent of orders previously placed by the customer; wherein the method is performed by a web site system; wherein the method is performed by a system that provides voice-based access to the electronic catalog; and wherein the method is performed by an interactive television system (See at least abstract; summary; Fig. 39; Figs. 62-65; page 6, paragraph 110 - page 7, paragraph 114; page 8, paragraph 131 – page 9, paragraph 136; pages 29, paragraph 386- pages 30, paragraph 392)

Regarding to claims 27-30, Burton discloses an online store system comprising an electronic catalog of products; and a server system that provides online access to the electronic catalog of products and provides functionality for customers to purchase products from the electronic catalog. Furthermore, Burton discloses wherein the server system is responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information about a related order placed by the customer, whereby the customers are presented with context-dependent information about related orders during browsing of the electronic catalog. Moreover, Burton discloses wherein the server system is responsive to a request by the customer for a

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detail page of a product; wherein the server system is responsive to a request by the customer for a detail page of a first product by supplementing the detail page with information about a prior order placed by the customer for a second product that is related to the first product; wherein the server system is responsive to a request by the customer for a category page associated with a particular product category by supplementing the category page with information about prior orders of products that fall within the product category. (See at least abstract; summary; Fig. 39; Figs. 62-65; page 6, paragraph 110 - page 7, paragraph 114; page 8, paragraph 131 – page 9, paragraph 136; pages 29, paragraph 386- pages 30, paragraph 392)

Regarding to claims 32-37, Burton discloses a computer-implemented method of providing account-specific information to users of an online store comprising: providing online access to an electronic catalog of products; maintaining user-specific order histories representing orders placed by users for products in the electronic catalog; and when a user accesses a product detail page of a first product that was previously supplementing the product page with at least indication that the user previously ordered the first product. Furthermore, Burton discloses the method wherein supplementing the product detail page comprises displaying information within the product detail page about a current status of an order for the first product; wherein supplementing the product detail page further comprises presenting an option to the user to track shipment of the order; and wherein supplementing the product detail page further comprises presenting an option to user to cancel or modify the order. Moreover, Burton discloses further comprising supplementing the product detail page with information about an

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order placed by the customer for a product that is related to the first product; further comprising, when the user accesses a category page associated with a category of the products in the electronic catalog, supplementing the category page with information about an order placed by the user for a product that falls within category. (See at least abstract; summary; Fig. 39; Figs. 62-65; page 6, paragraph 110 - page 7, paragraph 114; page 8, paragraph 131 – page 9, paragraph 136; page 14, paragraph 198; page 28, paragraph 371; pages 29, paragraph 386- pages 30, paragraph 392)

Regarding to claims 38-44, Burton discloses a server system that customizes an electronic catalog of products for individual customers (paragraphs 108 and 131 and 270-271), provides information about prior orders to customers (paragraphw 134 and 255), provides account-specific information to users of an oline store (paragraphs 23-24, 68 and 125) ; a computer program which embodies the method of claims 1, 13 and 32 represented within a computer readable medium (paragraph 108); and a supplmented product detail page generated which is presented within a computer (Figure 29 and paragraphs 390- 391).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 21, 31 are rejected under 35 U.S.C. 103(a) as being unpatentable over US PG-PUB 2002/0007321 to Burton in view of U.S. Patent No. 5,890,175 to

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Wong et al. Burton discloses the claimed invention, however, it does not disclose a shopping cart page that displays contents of a shopping cart of the customer. Wong, on the other hand, teaches the shopping cart page (see at least abstract, summary, Fig. 15; col. 8, lines 28-52). It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method and system of Burton to include the shopping cart page, as taught by Wong, in order to collect information about each product ordered by the consumer and allows the consumer to review each selected item.

Claim 20 is rejected under 35 U.S.C. 103(a) as being unpatentable over Burton in view of U.S. Patent No. 6,016,504 to Arnold. Burton discloses the claimed invention, however, Burton does not disclose a browse node page of a browse tree in which products are arranged by category. Arnold, on the other hand, teaches the browse node page, as described above (see abstract, summary, col. 10, lines 23-52). It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Burton to include the browse node page, as taught by Arnold, in order to allow a customer to browse through catalog Web pages supplied by the merchant.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

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U.S. Patent No. 5,905,973 to Yonezawa et al. discloses shopping basket presentations separate from a catalog window for displaying item data of the online shopping.

U.S. Patent No. 5,666,493 to Wojcik et al. discloses a system for managing customer orders.

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

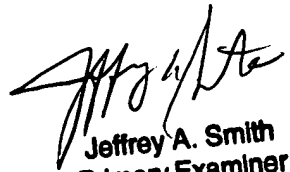
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Marissa Thein whose telephone number is 703-305-5246. The examiner can normally be reached on Monday-Friday 8:30-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wynn Coggins can be reached on 703-308-1344. The fax phone numbers for the organization where this application or proceeding is assigned are 703-872-9326 for regular communications and 703-872-9327 for After Final communications.

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Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

mtot
March 10, 2003



Jeffrey A. Smith
Primary Examiner